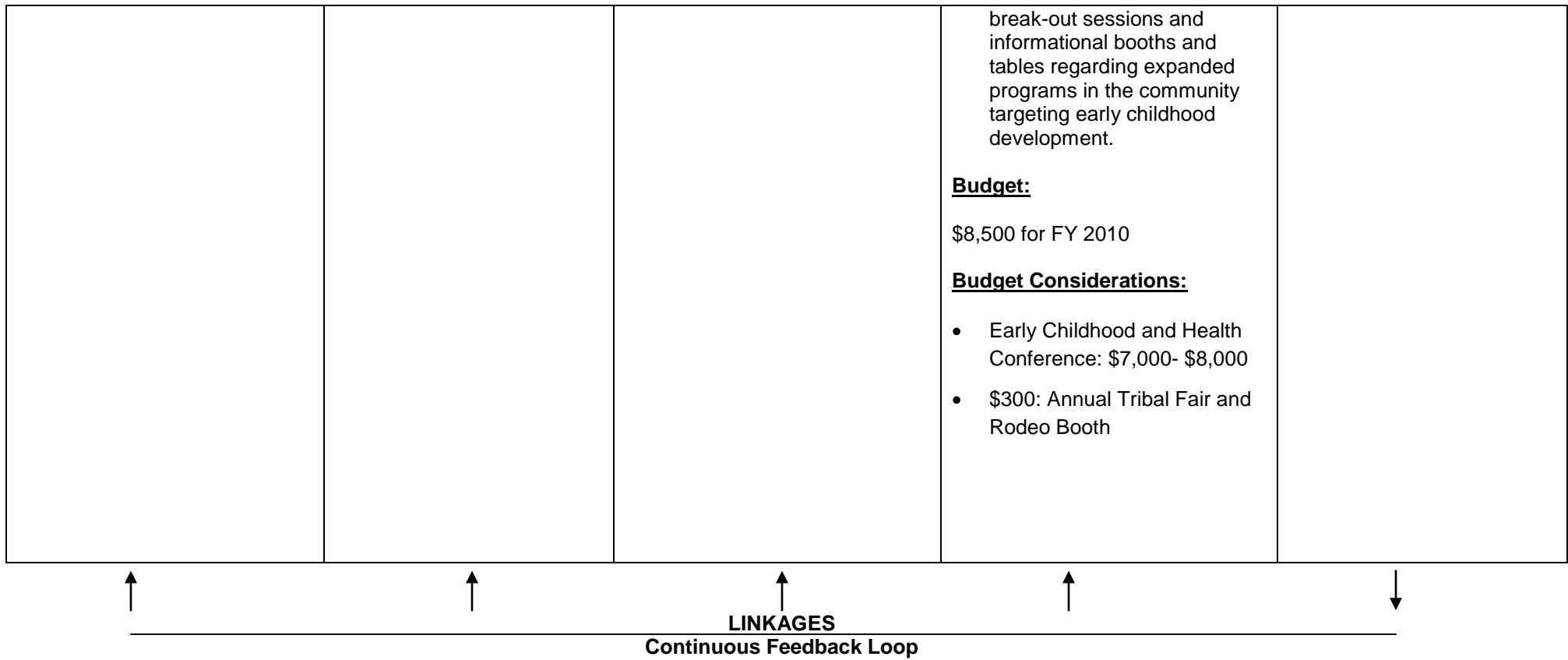


***First Things First***  
**Request for Grant Application Scope of Work Logic Model-Strategy 4a – Communication**  
**White Mountain Apache Tribe RPC**  
**LINK**

Needs & Assets	Goals & Key Measures	Strategies	Implementation	Performance & Evaluation
<p><b><u>Need:</u></b></p> <ul style="list-style-type: none"> <li>Increased awareness about FTF and early childhood development in the region</li> </ul> <p><b><u>Capacity to Address Need:</u></b></p> <ul style="list-style-type: none"> <li>Knowledge of local media outlets and other communications networks, including elected officials</li> <li>Ability to work successfully on Tribal lands with documented history of successful working relationship with Tribal Government</li> <li>Regional Coordinator is anticipated as the primary means of implementing this strategy</li> </ul>	<p><b><u>Goal Area:</u></b></p> <p>Communications</p> <p><b><u>Goal(s):</u></b></p> <p>First Things First will expand public awareness of, and financial support for, early childhood development and health efforts in Arizona.</p> <p><b><u>Key Measure(s):</u></b></p> <ul style="list-style-type: none"> <li>Percentage of Arizonans who report that early childhood development and health issues are important</li> </ul>	<p><b><u>Strategy:</u></b></p> <ul style="list-style-type: none"> <li>Increase Public Awareness about Early Childhood Health and Development</li> </ul> <p><b><u>Research to Support the Strategy:</u></b></p> <ul style="list-style-type: none"> <li><i>The Apache Scout</i> and KNNB-Apache Radio serve as the primary means of communication for the Reservation</li> <li>Two types of events that tend to have the largest response from community members are: 1) local conferences addressing various health and well-being issues about the Region; 2) the Annual Tribal Fair and Rodeo where programs and agencies have the opportunity to share information with almost all members of the population during one weekend.</li> </ul> <p><b><u>Target Population:</u></b></p> <ul style="list-style-type: none"> <li>Child Care Providers</li> <li>Parents</li> <li>Tribal Government Officials</li> </ul>	<p><b><u>Activities and Tasks:</u></b></p> <ul style="list-style-type: none"> <li>Attend annual Early Childhood and Health Conference, which would include presentations, booths, exhibits by all members of the Family Support Consortium</li> <li>Sponsor a booth at the Annual Fair and Rodeo regarding early childhood health and development in the region along with FTF information and resources.</li> <li>Submit public service announcements and articles to the local radio station and newspaper to promote FTF and early childhood initiatives</li> </ul> <p><b><u>Implementation Considerations:</u></b></p> <ul style="list-style-type: none"> <li>The two community outreach activities that will be allocated funding will be the sponsorship of an Annual Early Childhood Development Conference and hosting an informational booth at the Annual Tribal Fair and Rodeo.</li> <li>The Annual Early Childhood Development Conference will require the grantee to coordinate all members of the Family Support Consortium to provide key-note speakers,</li> </ul>	<p><b><u>Performance Measures:</u></b></p> <ul style="list-style-type: none"> <li>Attendance at Annual Early Childhood Conference Number of programs offered per month to engage in literacy/language development</li> <li>Number of articles submitted and posted per month</li> <li>Number of public service announcements produced per month</li> </ul> <p><b><u>Evaluation Considerations:</u></b></p> <ul style="list-style-type: none"> <li>What means of collecting evaluative data will the RPC have.</li> </ul>



Potential Funding Mechanism(s): Direct implementation by First Things First Regional Staff with Support from Communications Department

## Questions & Clarifications for the RFGA Development

Needs/Assets	Goals/Key Measures	Strategies
<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	
Implementation	Performance & Evaluation	My Heartburn Box
<ul style="list-style-type: none"> <li>• Will there be separate grantees for the individual events and is this funding sufficient to intend to solicit grant responses?</li> <li>• Which entities on the Reservation could implement these two activities?</li> <li>• Is \$8,500, rather than \$8,300 intended for this strategy's budget?</li> </ul>	<ul style="list-style-type: none"> <li>• What means does the RPC intend to use to gauge the strategy's effectiveness?</li> </ul>	